

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
(MBHB Case No. 03-380-D)

In re the Application of:	)	
	)	
Rosenberg et al.	)	Examiner: Jean D. Janvier
	)	
Serial No.: 09/978,170	)	Confirmation No.: 3931
	)	
Filed: October 15, 2001	)	Art Unit: 3622
	)	
For: Method and System for Pause Ads	)	

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313

**RESPONSE TO OFFICE ACTION MAILED JANUARY 9, 2008**

Dear Sir:

In response to the office action mailed January 9, 2008, Applicant submits the following amendments and remarks.

**Claim amendments** begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.

**Payment of fees** - The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 13-2490.